

Making your good  
presentations even better

20.020 (S10)

Tuesday May 4th

# Audience, Audience, Audience

According to Drew, your audience has 3 types

the nerds



the lost



the dozers



Your job: support all 3 kinds of listeners

Structuring your talk

Designing your slides

Speaking tips

But all these tips are useless if you don't know  
what you want to say...

➔ Structuring your talk

Designing your slides

Speaking tips

But all these tips are useless if you don't know  
what you want to say...

## The secret formula for all talks...

1. Tell what tell
2. Tell why tell
3. Tell
4. Tell what told

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Structuring your talk

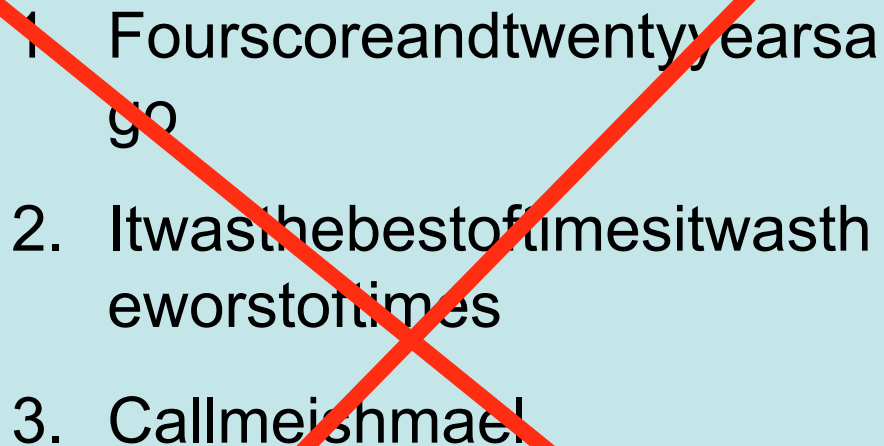
➔ **Designing your slides**

Speaking tips

# Audience, Audience, Audience

Your slides are for ?....

helping you to remember what to say

- 
1. Fourscoreandtwentyyears ago
  2. Itwasthebestoftimesitwasthe worstoftimes
  3. Callmeishmael!



# Audience, Audience, Audience

Your slides are for your audience

Title: conveys information

Body ≠ a written report!

# Audience, Audience, Audience

Your slides are for your audience

## Famous openings

The most famous opening lines are from diverse sources including the Gettysburg Address, A Tale of Two Cities and Moby Dick.

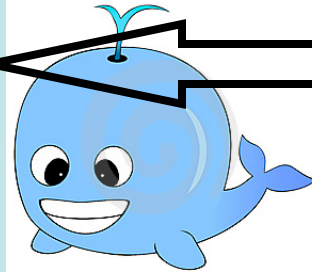
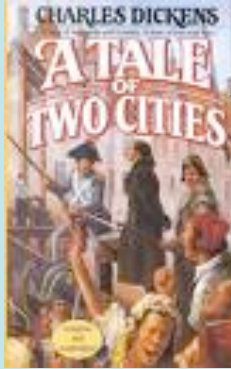
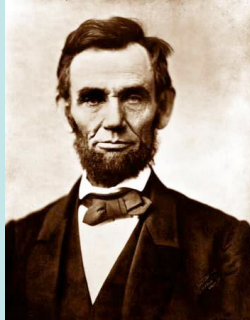
Title tells “what” but not “so what”

Audience will read or listen, not both

# Audience, Audience, Audience

Your slides are for your audience

Memorable openings come  
from a variety of sources

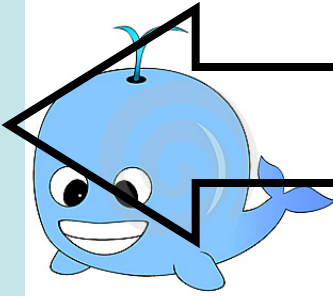
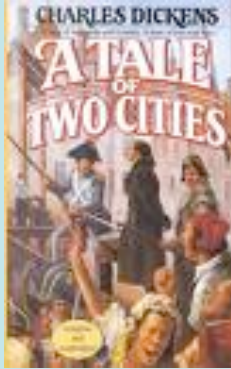
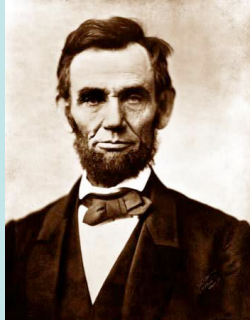


Don't annoy your audience with  
small font!

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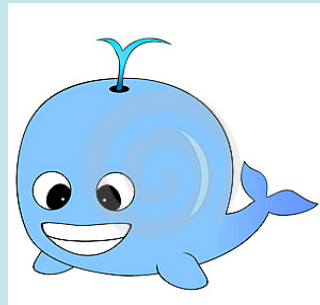
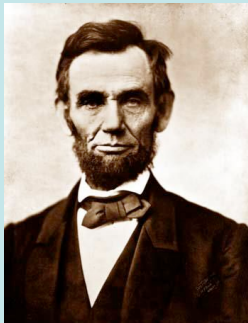


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font!

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Memorable openings come  
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Other annoyances:

hard to read colors

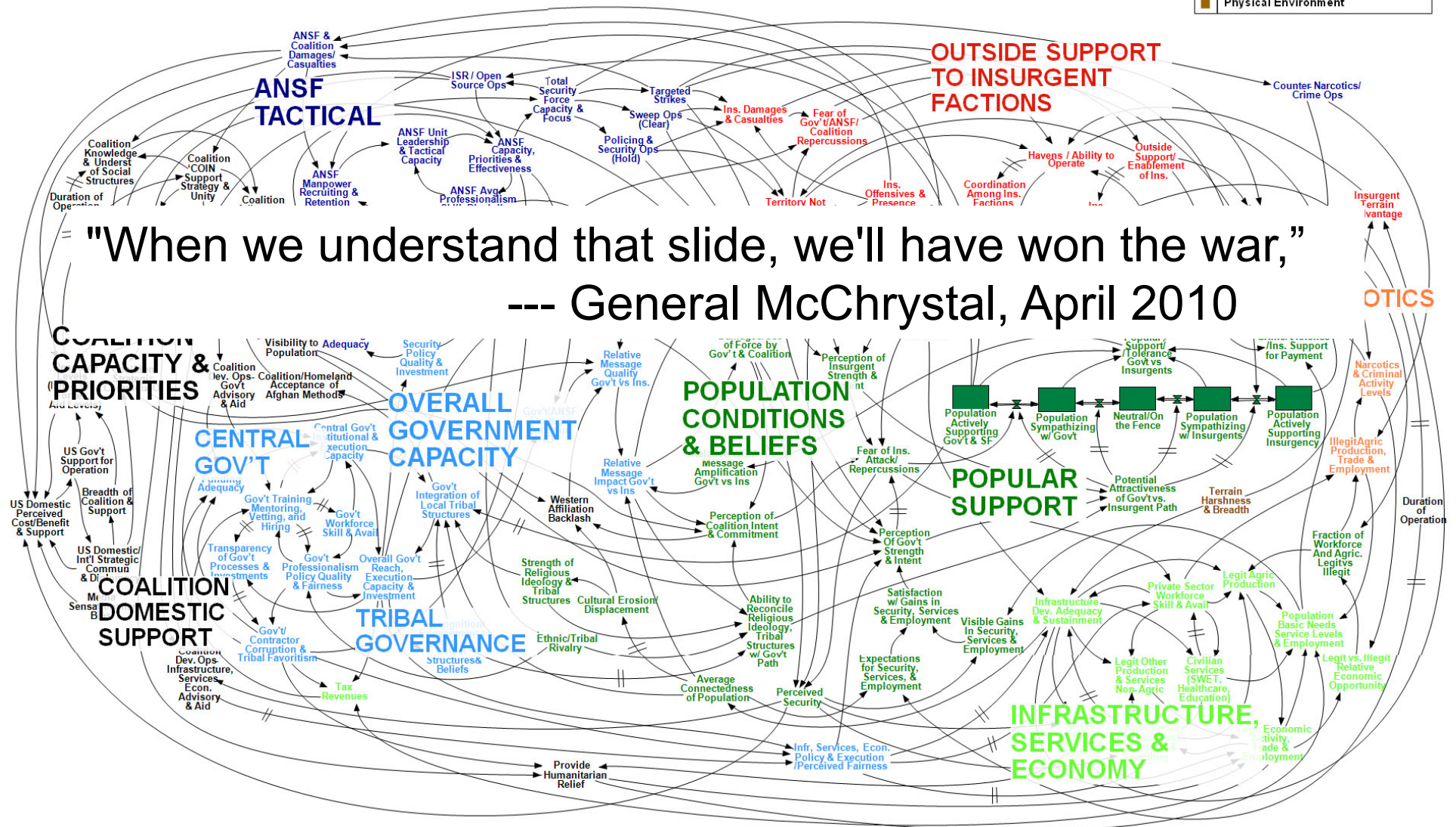
>1 idea/slide

more data than possible  
to discuss

# Afghanistan Stability / COIN Dynamics

// = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



"When we understand that slide, we'll have won the war,"  
--- General McChrystal, April 2010

WORKING DRAFT - V3

Table 1. Genes that Show Daughter-Specific Expression

Gene	Function	Loc	EG	SC	Env Stress Data Set	Deletion Data Set
CTS1	Endochitinase	CW (E)	D	D	Yes	Yes
CST13	Stress Response?	Nuc (P)	D	D	Yes	Yes
SCW11	Glucanase?	CW (P)	D	D	Yes	Yes
PRY3	Mating Response?	CW (E)	D	D	No	No
DSE1/YER124C	Signal Transduction?	Cyt (P)	D	D	Yes	Yes
DSE2/YHR143W	Glucanase?	CW (P)	D	D	Yes	Yes
DSE3/YOR264W	Glucanase?	Nuc (P)	D	D	No	Yes
DES4/YNR067C	Unknown	CW (P)	D	D	Yes	Yes
ASH1	Transcription Factor	Nuc (E)	M/D	D	Yes	No
EGT2	Endoglucanase?	CW (E)	M/D	D	Yes	Yes

Daughter-specific and conditional daughter-specific expression groups. Possible functions of the encoded proteins (detailed in the text). Abbreviations: "Loc," localization; "CW," cell wall; "Nuc," nuclear; "Cyt," cytoplasmic; "E," experimentally determined; "P," predicted from sequence; "EG," Exponential Growth, pattern of expression in exponentially growing cultures; "SC," saturated cultures ( $OD_{600} \sim 5$ ); "D," daughter-specific; "M/D," mother and daughter; "M," mother-specific; "ND," not detected; "Env Stress Data Set," coexpressed in environmental stress response data set (Gasch et al., 2000); "Deletion Data Set," coexpressed in the deletion data set (Hughes et al., 2000).

Yuck



## Better

<b>Gene</b>	<b>Protein Location</b>	<b>Log phase</b>	<b>Stationary phase</b>
CTS1	Cell wall	Daughter	Daughter
ASH1	Nucleus	Mother and Daughter	Daughter
DSE1	Cytoplasm	Daughter	Daughter

Cell (2001) 107:739



Structuring your talk

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Speaking tips

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➔ **Speaking tips**

Structuring your talk

Designing your slides

➡ Speaking tips

1. Speak to your audience

*Who are they? What do they know?*

*What do they want to know?*

Structuring your talk

Designing your slides

➔ Speaking tips

1. Speak to your audience
2. Remind them early and often

**W**

Structuring your talk

Designing your slides

➡ Speaking tips

1. Speak to your audience
2. Remind them early and often
3. Show that you care

*before: practice, check animations,  
make backup, anticipate questions*

*during: stand/converse/stop (early!)*

Structuring your talk

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Speaking tips



# Class policies

Students in 20.020 should:

1. Do great things
2. Do their best
3. Come to class with an open mind and some energy to engage with the challenges
4. Work collegially and constructively
5. Tell people who need to know if there is a problem



the end